

**From:** [Stangel, Carol](#)  
**To:** [Hopkins, Yvette](#); [Overstreet, Anne](#); [Dinkins, Darlene](#); [Russell Wasem](#); [Anderson, Neil](#)  
**Subject:** RE: EPA bans rodenticides-info on rodenticides  
**Date:** Friday, February 22, 2013 5:32:32 PM

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Hi Yvette, thanks for forwarding the message below.

Our January 30 press release and other communications materials use language such as, "EPA moves to ban (not "has banned") the sale of" ... or the agency "is taking action to cancel and remove from the consumer market" 12 D-Con mouse and rat poison products because these products fail to comply with current EPA safety standards. See the links below.

It sounds like Pesticide & Chemical Policy didn't get the full story.

Anne, would the press office be interested in seeing this story and trying to determine where communications broke down?

Thanks,  
Carol

<http://yosemite.epa.gov/opa/admpress.nsf/d0cf6618525a9efb85257359003fb69d/3017786d7b82169e85257b0300573fde!OpenDocument>

<http://www.epa.gov/pesticides/mice-and-rats/index.htm>

<http://www.epa.gov/pesticides/mice-and-rats/consumer-prod.html>

<http://www.epa.gov/pesticides/mice-and-rats/cancellation-process.html>

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**From:** Hopkins, Yvette  
**Sent:** Friday, February 22, 2013 12:21 PM  
**To:** Lake, John; Overstreet, Anne; Dinkins, Darlene; Russell Wasem; Stangel, Carol; Anderson, Neil  
**Subject:** RE: EPA bans rodenticides-info on rodenticides

John,

Thanks you for bringing this to my attention. I am copying rodenticide communications principals, so we can correct this error. I would suspect the fault lies with a misinterpretation of the message rather than the provision of misinformation.

FYI I believe the web site below is the source of the story.

<http://www.agra-net.com/portal2/ptcn/>

Sorry for the delay in replying. We are going through a transition to Outlook and I had several hours without email this AM.

Yvette

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**From:** Lake, John [<mailto:jlake@pa.gov>]  
**Sent:** Friday, February 22, 2013 10:46 AM  
**To:** Hopkins, Yvette  
**Cc:** 'Rabe, Bonnie'; Rose Kachadoorian; 'Vince Craig'  
**Subject:** EPA bans rodenticides

## Who provided this miss-information?



15 February 2013

Volume: 41 Issue: 08

## **EPA bans 12 Reckitt Benckiser rodenticides after manufacturer refuses to adopt safety standards**

Tuesday February 05 2013

A dozen D-Con mouse and rat rodenticide products for home use have been banned by the EPA after manufacturer Reckitt Benckiser refused to two of the chemicals it uses, or comply with tamper proof packaging requirements.

The ban, handed down Wednesday, singled out UK-based Reckitt Benckiser (RB) as the only rodenticide manufacturer that would not comply with EPA standards aimed at reducing the 10,000 annual reports in the US of children exposed to rodenticides in the home.

The environmental regulator also cited RB's inclusion of brodifacoum, or difethialone in eight of the 12 banned products, which "cause unreasonable adverse effects to non-target wildlife."

RB officials did respond to a request for an interview.

EPA says that since complying with its safety standards, there has not been a single complaint of a child exposed to a rodenticide from any of the compliant companies. A list of the banned products:

Manufacturer	Registration Number	Product Name
Reckitt Benckiser LLC	3282-3	D-CON CONCENTRATE KILLS RATS & MICE
Reckitt Benckiser LLC	3282-4	D-CON READY MIXED KILLS RATS & MICE
Reckitt Benckiser LLC	3282-9	D-CON MOUSE PRUFE KILLS MICE
Reckitt Benckiser LLC	3282-15	D-CON PELLETS KILLS RATS & MICE
Reckitt Benckiser LLC	3282-65	D-CON MOUSE PRUFE II
Reckitt Benckiser LLC	3282-66	D-CON PELLETS GENERATION II
Reckitt Benckiser LLC	3282-74	D-CON BAIT PELLETS II
Reckitt Benckiser LLC	3282-81	D-CON READY MIXED GENERATION II
Reckitt Benckiser LLC	3282-85	D-CON MOUSE-PRUFE III
Reckitt Benckiser LLC	3282-86	D-CON BAIT PELLETS III
Reckitt Benckiser LLC	3282-87	D-CON II READY MIX BAITBITS III
Reckitt Benckiser LLC	3282-88	D-CON BAIT PACKS III

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